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to
XEROX

January 4, 1966.

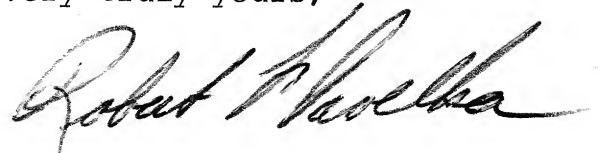
Mr. T. Nelson
Box 1546
Poughkeepsie, N.Y.

Dear Mr. Nelson:

Thank you for your inquiry requesting information about the new Xerox 2400. This major new Xerox development eliminates the division between copying and high speed document reproduction, and offers, for the first time, a single device that performs both functions quickly, conveniently and economically.

I am enclosing literature on the Xerox 2400 which describes its operation and some of its principal applications. To assure that you have the benefit of the complete story of the new Xerox 2400, I am forwarding your inquiry to our White Plains Branch Manager, Mr. J. Leven, with the request that he, or one of his representatives, contact you in the near future. If you desire further information immediately, please feel free to contact Mr. Leven at the address indicated below.

Very truly yours,



Robert F. Pavelka, Manager
Copier-Duplicator Products

RFP:db
Encl.

xc: Xerox Corporation
202 Mamaroneck Avenue
White Plains, N.Y.

Xerox 2400

for greater independence
and convenience in
business systems



Convenience

The Xerox 2400 makes users independent of conventional methods of short-run duplication. The 2400 eliminates intermediate masters, peripheral equipment... and delay. Because it is used at the point of need, time lapse from concept to copies is practically non-existent.

But that's only part of the convenience built into the 2400. Here are other parts of the full story.

Simplicity

Anyone can operate the 2400. Just place the original on the scanning glass, dial the desired number of copies, and press the PRINT button. The 2400 needs no light tables or dark rooms, no fluids, inks or solvents. The user is free to do other things while the copies are being made. It even shuts itself off at the end of the run.

Quality

It may be difficult to distinguish a 2400 copy from the original. This stems from the quality that was designed into the 2400 over six years of development, and the strict control exercised during manufacture.

Start Print Button. Less than 10 seconds after this button is pushed, copies start flowing from the 2400. When the required quantity has been made, the 2400 shuts itself off.

Counting Lights. Indicate the number of copies made of each original.

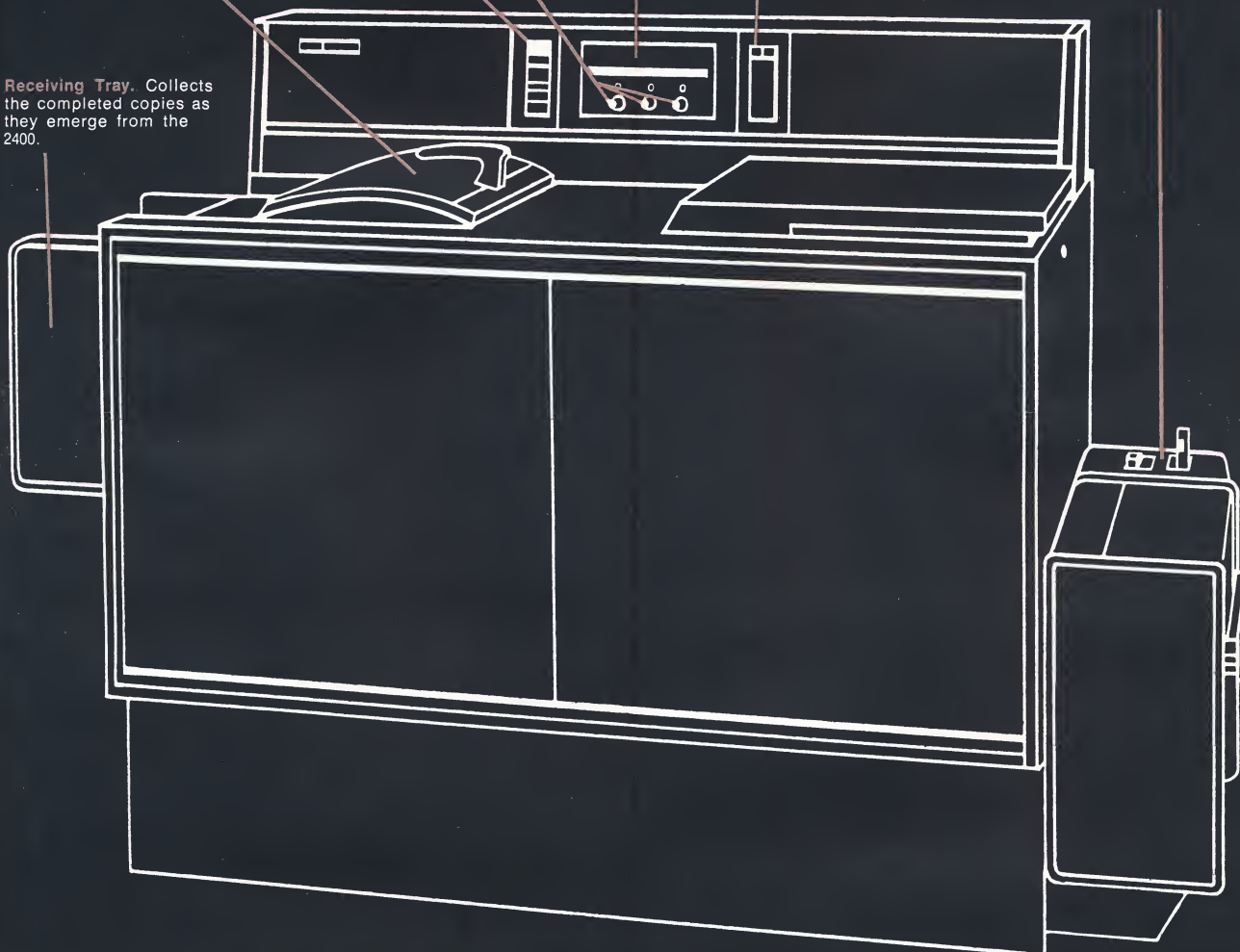
Print Quantity Selector Knobs. Here's where you dial the number of copies you need. The 2400 makes as many as 499 copies in one setting.

On Button. Starts the 2400 at the beginning of the work day. After a few minutes warm up period, the 2400 is ready for copying.

Scanning Platen. Put what you want to copy here, then close the cover. The 2400 copies flexible three-dimensional objects as fast and easily as it copies single sheets.

Paper Supply Controls. When the paper supply gets low, the 2400 automatically pauses and the paper supply platform lowers. Add more paper, push a button, and the 2400 starts making copies again. The paper supply holds 2000 sheets; can be adjusted to hold different sizes.

Receiving Tray. Collects the completed copies as they emerge from the 2400.



Productivity

In less than ten seconds after the PRINT button is activated the first copy is in your hands. There's another copy every second-and-a-half after . . . 40 per minute . . . on ordinary paper . . . only a few seconds after the original was typed, written or drawn.

Overall Costs

The 2400 makes copies on ordinary bond paper. It DOESN'T need a special operator, or an inventory of special supplies. So, any way you look at it, overall costs are low.

Masterless

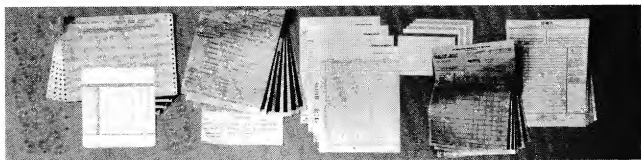
That means copies are made directly from any original, either single sheet or in a flexible binding. No matter whether the data is typed, written or drawn . . . in any color. No masters or intermediate special sheets. Couple this with all the other details the 2400 eliminates from the copying process, and you can see . . .

if you can profit from faster, more efficient copy production, the Xerox 2400 is probably what you *really* need.

It can substitute for or replace

Snap-out carbon sets . . . Continuous forms . . . Carbonless carbon paper

It can be vital to the efficiency of these and other systems



Purchase orders • Sales orders and invoices • Engineering change notices • Shipping notices and waybills • Production orders • Billing collection

Xerox Corporation, Rochester, New York 14603



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